

INTERACTIVE PROGRAM GUIDE FOR BIDIRECTIONAL SERVICES

ABSTRACT OF THE DISCLOSURE

- 5 The present invention provides methods and systems for accessing services in a television system. In one embodiment, a DHCT presents a subscriber an EPG presentation containing a plurality of selectable bi-directional services that are purchasable for a period of time and rendered to a buying subscriber on an individualized basis as offered by the cable television system. The subscriber navigates an EPG menu presentation with an input device such as a remote control device
- 10 and selects a purchasable service by choosing the visual representation that corresponds to the desired service. The DHCT receives the user input, translates the selected command into an executable program call that queries service availability and, if the service is available, initiates the selected bi-directional audiovisual service on a personalized session.